

# Economic and Business Trends Shaping the Future

## 6th International Scientific Conference

November 13, 2025 (Thursday)

9:00 – 9:30	<b>Registration</b>
9:30 – 10:00 Amphitheatre 1	<b>Opening Ceremony</b>
10:00 – 11:00 Amphitheatre 1	<b>Plenary Lecture 1:</b> What Makes Universities Economically Useful—and What This Means for Developing Economies Keld Laursen, PhD, Copenhagen Business School, Denmark
11:00 – 11:30	Coffee Break
11:30 – 13:00 Amphitheatre 1	<b>Plenary Lecture 2:</b> Mastering the Art of Systematic Literature Reviews Tareq F. Rasul, PhD, Gulf University for Science & Technology (GUST), Kuwait (online session)
11:30 – 13:00 Amphitheatre 2	<b>Ancillary Event</b> <b>Panel Discussion:</b> Challenges of the Western Balkan countries to the Accession to the EU Internal Market (Jean Monnet Conference)
13:00 – 14:00	Buffet Lunch (Faculty premises, Ground floor)

Parallel Sessions	Paper ID	Title & Authors
<b>Parallel Session I</b> Economics I Room 8  Chair: Marija Trpkova-Nestorovska, PhD	8641	DIGITAL INFRASTRUCTURES AS THE NEW PIPES OF GLOBAL CAPITAL (Jasna Tonovska and Predrag Trpeski)
	9135	THE IMPACT OF POLITICAL INSTITUTIONS ON ECONOMIC GROWTH IN POST-TRANSITION EUROPE (Gunter Merdzan, Predrag Trpeski and Daniela Bojadjeva)
	9375	ENGINES AND CONSTRAINTS OF GROWTH IN THE WESTERN BALKANS: INSIGHTS FOR EU (Marija Trpkova-Nestorovska and Katarina Gacova)
	0028	MARKET COMPETITION IN PUBLIC PROCUREMENT OF NORTH MACEDONIA (2021–2025): ECONOMIC ANALYSIS OF BIDDERS PER TENDER (Viktor Mitevski)
	9741	THE ROLE OF EMPIRICAL EVIDENCE AND GOVERNMENT PROJECT OFFICE IN THE FORMATION OF THE SLOVENIAN DEVELOPMENT STRATEGY (Aleksandar Kešeljević)
	2706	EFFECTS OF LABOUR MARKET MEASURES AND POLICIES ON IMPROVING LABOUR MARKET PERFORMANCE IN CENTRAL AND SOUTH EASTERN EUROPEAN (CSEE) COUNTRIES (Kristijan Kozheski, Trajko Slaveski, Predrag Trpeski, Borce Trenovski and Gunter Merdzan)
	<b>Parallel Session II</b> Marketing & E-business Room 10  Chair: Anita Ciunova-Shuleska, PhD	9379
6927		MAPPING RESEARCH ON AI AND CONSUMER PURCHASE INTENTION: BIBLIOMETRIC INSIGHTS (2009–2025) (Snezana Ristevska-Jovanovska, Ivona Serafimovska and Irena Bogoevska-Gavrilova)
4950		BEHAVIORAL ARCHETYPES OF GEN Z IN GAMIFIED E-GOVERNMENT APPS (Martin Kiselicki, Saso Josimovski, Kalina Trenevaska Blagoeva, Lidija Pulevska Ivanovska and Marina Mijoska-Belshoska)
0992		FROM HUMAN DEVELOPMENT TO INNOVATION OUTCOMES: A CROSS – COUNTRY AND INCOME GROUP ANALYSIS (Andrijana Bojadzievska Danevska)
0933		TRUST THROUGH DATA: MANAGING RISK IN THE DIGITAL AGE (Mojca Kunšek, Barbara Miklič and Metka Tekavčič)
6770	AI AS A NEW ACADEMIC ALLY: THE IMPACT OF ARTIFICIAL INTELLIGENCE ON STUDENTS' LEARNING HABITS (Violeta Cvetkoska, Filip Peovski, Gjore Gakjev, Binela Karamaleska, Elena Avramovikj, Lina Taneska and Aleksandra Peshova)	

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14:00 – 15:45 <b>Parallel Session III</b> Economics II Meeting Room  Chair: Biljana Tashevskaa, PhD	5151	HOW DO FIRMS RESPOND TO MINIMUM WAGE INCREASES IN MACEDONIA? (Dragan Tevdovski, Branimir Jovanovikj and Viktor Stojkoski)
	8752	THE IMPACT OF REMITTANCES ON DOMESTIC INVESTMENT AND CONSUMPTION EXPENDITURES: THE CASE OF NORTH MACEDONIA (Bojan Shimbov, Oliver Morrissey and Maite Alguacil)
	4559	THE MACROECONOMIC EFFECTS OF FISCAL CONSOLIDATION AFTER CRISES: EVIDENCE FROM A SMALL OPEN ECONOMY (Faton Sulejmani and Dragan Tevdovski)
	0512	DYNAMIC CONNECTEDNESS OF EASTERN EUROPEAN STOCK MARKETS: AN EXTENDED JOINT CONNECTEDNESS APPROACH (Gjorgji Gockov and Goran Hristovski)
	2895	DIGITAL FINANCIAL INCLUSION AND THE LEVEL OF FINANCIAL DEVELOPMENT (Sasho Arsov, Pece Nedanovski and Aleksandar Naumoski)
14:00 – 15:45 <b>Doctoral symposium</b> Phono Lab  Chair: Nikola Levkov, PhD	8156	SOCIAL CAPITAL AND THE ROLE OF SOCIAL BROKERS IN AI (NON) ADOPTION IN DEVELOPING COUNTRIES (Mijalche Santa, Blerton Zejneli)
	4565	DIGITAL TRANSFORMATION IN TERMS OF IMPROVING THE PERFORMANCE OF COMPANIES IN NORTH MACEDONIA (Bojana Antikj)
	0952	COOPERATIVE VS. NON-COMPARATIVE GAMES: A COMPARISON OF SOLUTIONS AND IMPLICATIONS (Stefan Mladenovski)
	8839	CLASSIFICATION OF A FOREIGN EXCHANGE DIFFERENCE FROM AN INTRAGROUP MONETARY LIABILITIES AND ASSETS IN MULTINATIONAL TELECOMUNICATION COMPANIES UNDER IFRS18 (Miroslav Serafimoski)
15:45 – 16:00		Coffee Break
16:00 – 17:00 <b>Panel</b> Meeting Room  Moderator: Anita Ciunova-Shuleska, PhD		<b>Public Opinion 2.0: Challenges in the Digital Age and Possible Research Directions</b>
	1425	RETHINKING PUBLIC OPINION STUDIES IN THE DIGITAL ERA: EXPERT DISCOURSE ON THE THEORETICAL AND METHODOLOGICAL CHALLENGES OF PUBLIC OPINION RESEARCH (Elena Negrea-Busuioc, Agnieszka Hess, Agnieszka Stępińska, Anita Ciunova-Shuleska and Anna Bączkowska)
	4986	EXPERT DISCOURSE ON KEY THEORIES AND APPROACHES TO STUDYING PUBLIC OPINION: A CONCEPT MAP ANALYSIS (Agnieszka Hess, Agnieszka Stępińska, Elena Negrea-Busuioc, Anita Ciunova-Shuleska and Anna Bączkowska)
	8461	METHODOLOGICAL PROPOSAL FOR PUBLIC OPINION RESEARCH IN THE ERA OF DEMOCRATIC REGRESSION AND DIGITAL TRANSFORMATION (Kinga Adamczewska, Roksana Gloc, Agnieszka Hess, Agnieszka Stępińska and Anna Bączkowska)
	9027	THE USE OF VR TECHNOLOGY IN POLITICAL COMMUNICATION: PROSPECTS AND CHALLENGES IN SHAPING PUBLIC OPINION (Małgorzata Durmaj and Anna Kulma)
	9839	PUBLIC OPINION AND THE CONSTRUCTION OF SELF- AND OTHER- IDENTITY IN ANTI-IMMIGRATION DISCOURSE TOWARDS UKRAINIANS IN POLAND (Anna Bączkowska, Agnieszka Hess, Artur Lipiński, Arkadiusz Misztal, Aneta Dłutek and Joanna Tillack)
16:00 – 17:00 <b>Project presentations</b> Room 10		<b>Project name &amp; Coordinator from the Faculty of Economics-Skopje, Ss. Cyril and Methodius University in Skopje</b>  Business Pioneers: A Research-Augmented Master in Value driven Entrepreneurship (BraVE) (Mijalche

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Moderator: Aleksandra  
Janeska-Iliev, PhD

Santa, PhD), *ERASMUS + Programme ERASMUS-EDU-2024-EMJM-DESIGN*

Forensic accounting and fraud in contemporary digital environment (FORCE) (Zorica Bozinovska Lazarevska, PhD), *ERASMUS + Programme ERASMUS-EDU-2024-EMJM-DESIGN*

United for Cyber Safety - Up-Skilling High School Communities for Protecting Students (SHIELD) (Mijalche Santa, PhD), *Capacity Building in the Field of Vocational Education and Training (VET) - KA220-VET*

Skill Match in an Intelligent Learning Environment (SMILE) (Atanasko Atanasovski, PhD), *ERASMUS+ PROGRAMME KA2 – Cooperation Partnerships in the field of Higher Education*  
How Do Firms Respond to Increases in Minimum Wage? (FIRM) (Dragan Tevdovski, PhD), *Call for joint research projects between North Macedonia and Austria for the period 2023-2025 announced by the Ministry of Education and Science of the Republic of North Macedonia*

Skill Partnerships for Sustainable and Just Migration Patterns (SKILLS4JUSTICE) (Violeta Cvetkoska, PhD), *Horizon Europe Framework Programme (HORIZON)*

Global Entrepreneurial Talent Management 4 (GETM4) (Ljupco Eftimov, PhD), *Horizon Europe Framework Programme (HORIZON)*

Co-creation through experiments for inclusive economy (COEXE) (Predrag Trpeski, PhD), *ERASMUS+ Key action 2: Partnership Cooperation*

Up-skilling Researchers for Sustainable Entrepreneurship based on Innovation Process Management (USE IPM) (Stojan Debarliev, PhD), *Horizon Europe Framework Programme (HORIZON)*

Strengthening the Knowledge of the EU Internal Market- Widening the Perspectives of Candidate Countries (EUMarket) (Elena Makrevska-Disoska, PhD), *Erasmus + Programme, Jean Monnet Actions in the field of Higher Education: Chairs*

19:30 **Gala Dinner (at [Ragusa 360 Rooftop Restaurant](#))**

### November 14, 2025 (Friday)

9:30 – 11:00 Meeting Room	<b>Research Workshop:</b> Leading Transformation in the Age of AI: Bridging Business and Academic Perspectives Ada Guštin Habuš, PhD, Kolibri Labs, Slovenia
11:00 – 11:30	Coffee Break
11:00 – 12:30 Amphitheatre 2	<b>Ancillary Event</b> <b>ASECU for the Future: Making our Cooperation Visible for Joint Sustainable Development,</b> ASECU & Faculty of Economics-Skopje
11:30 – 12:15 Meeting Room	<b>Navigating the Academy of Management (AOM) &amp; Useful Tips</b> Kelly Mitchell, Deputy Executive Director at AOM & Bojan Kitanovikj, Student Ambassador of AOM
12:15 – 12:30	Coffee Break
<b>Parallel Sessions</b>	<b>Paper ID</b>
12:30 – 14:15 <b>Parallel Session IV</b> Economics III Room 8	5384
	5470
Chair: Daniela Bojadjieva, PhD	<b>Title &amp; Authors</b> THE IMPACT OF ECONOMIC DEVELOPMENT ON ENVIRONMENTAL QUALITY THROUGH TESTING THE ENVIRONMENTAL KUZNETS CURVE HYPOTHESES IN THE WESTERN BALKAN COUNTRIES (Đorđe Kotarac) DIGITAL TECHNOLOGIES AND ICT TOOLS AS ENABLERS OF LEARNING AND INNOVATION IN THE SME SECTOR (Faruk Hadžić and Ema Radončić)

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	5414	LIFE EXPECTANCY AND INCOME INEQUALITY IN NORTH MACEDONIA: AN EMPIRICAL ANALYSIS (Marijana Cvetanoska, Biljana Tashevska and Predrag Trpeski)
	6284	WOMEN, WORK, AND BIRTH RATES IN SOUTHEASTERN EUROPE: A REGIONAL PANEL PERSPECTIVE (Marija Trpkova-Nestorovska)
12:30 – 14:15 <b>Parallel Session V</b> Accounting Room 10  Chair: Atanasko Atanasovski, PhD	2827	QUANTIFYING FDI'S EFFECTS ON GDP AND UNEMPLOYMENT: EVIDENCE FROM NORTH MACEDONIA (Bojan Malchev, Marina Trpeska and Zoran Minovski)
	9608	MODELING EARNINGS UNDER TWO TYPES OF RISK (Daisuke Suzuki, Shoji Kamimura and Jumpei Yamada)
	5079	THE TRANSFORMATION OF THE ACCOUNTING PROFESSION IN THE DIGITAL AGE: AN ANALYSIS OF XBRL STANDARDS AND FINANCIAL REPORTING VISUALIZATION TOOLS (Amra Gadžo and Nedžad Jupić)
	9628	THE ROLE OF ACCOUNTING INFORMATION AND ARTIFICIAL INTELLIGENCE IN PUBLIC SECTOR INTERNAL AUDITING: BACK TO BASICS WITH A TECHNOLOGICAL TWIST (Ivan Dionisijev, Zorica Bozhinovska Lazarevska and Todor Tocev)
12:30 – 14:15 <b>Parallel Session VI</b> Management Meeting Room  Chair: Violeta Cvetkoska, PhD	2773	A BIBLIOMETRIC INSIGHT TO MACHINE LEARNING APPLICATIONS FOR DECISION-MAKING (Ivona Serafimovska, Bojan Kitanovikj and Filip Peovski)
	2292	NEUROSCIENCE TECHNIQUES IN HUMAN RESOURCE MANAGEMENT - AN OVERVIEW (Bojan Kitanovikj and Ljupcho Eftimov)
	6579	SHAPING THE NEW BUSINESS CHANGEMAKERS: TOWARD A NOVEL TAXONOMY OF SOCIAL ENTREPRENEURSHIP EDUCATION (Bojan Kitanovikj, Stojan Debarliev and Aleksandra Janeska-Iliev)
	5227	TRIGGERS OF STRATEGIC TRANSITION THROUGH SENSEMAKING IN NASCENT ENTREPRENEURSHIP (Tea Josimovska, Daniel Nauck and Vladimir Trajkovik)
	3809	STAKEHOLDERS AND SUSTAINABILITY IN THE BALKAN WINE INDUSTRY: A MAPPING APPROACH TO GOVERNANCE (Tamara Kaftandjieva and Metka Tekavčič)
	4013	THE LONG-RUN AVERAGE COST CURVE: EVIDENCE FROM THE BOTTLED WATER INDUSTRY (Bojan Mladenović)
14:15 – 15:15		Buffet Lunch (Faculty premises, Ground floor)
15:15 – 15:45 Meeting Room		<b>Closing Ceremony</b> - Best Paper Award, Presentation of Participation Certificates, and Conference Wrap-Up